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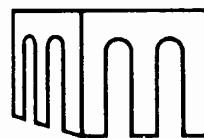# MATHEMATICA INC.

A SURVEY OF
ADVERTISING AWARENESS
AND ENLISTMENT PLANNING
BY RECENT ENLISTEES
IN THE ARMED SERVICES

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# ADVERTISING AWARENESS
# AND ENLISTMENT PLANNING
# BY RECENT ENLISTEES
# IN THE ARMED SERVICES

Submitted to

THE OFFICE OF NAVAL RESEARCH

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by

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13. ABSTRACT

A sample of recent enlistees for all the services was interviewed at four AFEES centers. Questions were asked about awareness of advertising and the planning for their recent enlistment decision. Advertising awareness included (1) specific copy point recall, (2) slogan identification, (3) believability of advertising, and (4) recall of advertising media. Enlistment planning questions included (1) types of recruiter contacts with the various services, (2) second choice of service, (3) when the enlistment decision was made and (4) reasons for choice of service.

From the data developed, analyses were made on (1) the effectiveness of recent advertising and recruiting, (2) planning patterns of enlistees, and (3) possible advertising strategies.

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# ACKNOWLEDGEMENT

MANAGEMENT SUMMARY

CONCLUSIONS AND RECOMMENDATIONS

A sample of 765 recent enlistees was interviewed in mid-September 1972 at four AFEES centers. The survey was self-administered by the enlistees after discussion with MATHEMATICA personnel. It was not identified with the Navy but with the Department of Defense.

1.  The average enlistee had 2.24 contacts with recruiters, of which 59% were with his own branch of service; 1.48 contacts were direct personal contacts, 0.49 were by telephone, and 0.27 contacts were by mail.

2.  During this period of time, the Army converted the most contacts into enlistments, with the Navy and Air Force slightly behind, and the Marines a poor fourth (although they were believed to be above quota during this period of time).

3.  A procedure was developed which will allow the services to compare conversion rates of recruiters in all the major markets. It is a method of evaluation when quotas are not filled.

4.  Awareness of advertising was quite high for all the services. In general, the Army was highest, followed by the Navy, Air Force and Marines.

5.  Posters and billboards were the most remembered media, followed by TV, Magazines, Brochures, Mail, Radio, and Newspapers.

6.  TV is believed to be the most cost-effective in getting awareness of the Navy's primary targets. Posters and billboards are also believed to be more cost-effective than magazines.

7.  The Army had the highest number of copy points recalled by the enlistees. The Marines had the highest recall by their own enlistees, primarily due to high recall of their slogan. Air Force recall was poor. The higher the slogan recall, the more copy points were remembered.

8. The Navy's summer campaign of "Get a Little More in the Navy" had very poor recall by enlistees. Twice as many people identified it with the Air Force than with the Navy. "Join the Navy and See the World" was correctly identified by 72% as opposed to 13% identifying "Get a Little More in the Navy".

9. Knowledge of the Army's slogan was 90%, of the Marines' 68%, of the Air Force's 26%, with a great deal of incorrect identification.

10. The Marines' slogan "The Marines are looking for a few good men" was best known by their own enlistees. We believe that it is very effective in getting the Marines' basic marketing idea across.

11. Navy advertising was most believed by all enlistees and the Army's was least believed. The Navy advertising was identified with "See the World" and not with "Get a Little More".

12. While "Training and Education" is the reason most often stated for enlistment, it is most strongly identified with the Air Force. Emphasis of this theme in advertising by the Navy may in some cases result in advertising for the Air Force.

13. MATHEMATICA recommends a soft sell advertising theme based on Travel, Glamor, and Excitement, tied around the time-tested slogan "Join the Navy and See the World" rather than a hard sell theme stressing benefits, training, and living conditions.

14. The Second Choice of Service of enlistees was analyzed. For Navy enlistees, the Army is the least popular second choice while the Air Force is the most popular. The Air Force and Navy are clearly competing for the same men. More than half the Air Force enlistees' second choice was the Navy.

15. Enlistees indicated the time they made their enlistment decision and choice of service. While 28% of enlistees made their decision within the last month (before the AFEES survey), a large percentage made their decision much earlier. The mean choice of branch of service decision time was estimated at 5.4 months before the AFEES visit. Advertising appeared to be better known to the early decision maker.

16. The average enlistment decision probably has more planning behind it than previously believed and thus, we believe that hard sell "impulse type" advertising and promotion should not be stressed.

17. "True Volunteers" were estimated at 74.6% of the enlistees for the Navy. This is a higher estimate than that of earlier studies. However, recent "True Volunteers" may be at a higher rate than they were at the time of earlier studies, due to declining draft pressure.

18. Enlistees were asked the reasons why they enlisted in their particular branch of service. The reasons given are similar to that seen on other studies. The Air Force led in (1) Job and Education opportunities, (2) Because of family and friends, (3) Better living, housing, food -- benefits, and (4) Most liberal; easiest. The Navy led in (1) Travel opportunities and had a fair showing in (2) Job and education opportunities. The Army had the highest percentage of (1) To avoid the draft, (2) Shortest service, (3) For security -- out of work, and (4) Prior service, reinlistment. The Marines were strongest in (1) Moral and physical betterment, (2) It is the best, (3) To escape from home or bad environment, and (4) Patriotism.

# I. INTRODUCTION

As part of the Office of Naval Research study on Advertising Decision Models and Evaluation Procedures, a survey was designed to measure various aspects of Advertising Awareness. The usual surveys of this type often suffer from the bias developed on the part of the group sponsoring the survey and are designed with tracking a particular brand's awareness.

However, even with a perfectly drawn sample an awareness of a given percentage, no matter how measured, is meaningless unless one has a standard percentage available which can be compared with the number found. Is 60% awareness of advertising good, bad, or average?

In order to get some basis for evaluation, it was decided to get advertising awareness and other answers from all the services in a completely objective way. The questionnaire was given to a sample of recently enlisted men taken from a random sample of AFEES centers. Each man had just bought one of the Armed Services 'products' and had not yet used it. A survey of 'non-purchasers' (potential enlistees) was also planned in the same cities at the same time for comparison. The Navy's advertising agency was planning an advertising survey of this group. Also the difficulties in getting approval through the Defense Department of a survey of civilians discouraged this aspect of the study. Therefore, it was decided in this survey to concentrate on recent enlistees and to find out recall and activity differences of men 'buying' different but similar products.

The decision was a fortunate one, since some of the results coming out of this survey of recent enlistees may be of greater value than general knowledge of advertising awareness which was the original intent. In particular, the survey compared Recruiting Contacts, second choices of

service, and when the enlistment decision was made for men of the various services. The resulting information is very useful.

Out of this survey we have developed methods for evaluating the effectiveness of recruiters. Perhaps, more importantly some ideas leading to a good overall marketing plan were developed. The results of this survey also point quite strongly to an advertising strategy quite different from that used by the Navy this summer.

In discussing the survey results, each question will be stated and the answers discussed along with the more meaningful cross tabulations which were obtained. The questions are not always discussed in the order given on the survey. A complete questionnaire is shown in Appendix 1.

## II. THE SAMPLE

The total sample size was 765 enlistees. They were interviewed September 12 through September 20, 1972 in the AFEES centers at Newark, Philadelphia, Louisville and Jacksonville. These AFEES centers are in Navy Regions 1, 2, 3 and 4 and were randomly chosen centers. The Midwest and Far West were not in the sample primarily because of time limitations and travel costs. Since the advertising for all services is rather uniform nationally, it did not appear necessary to get wide geographic dispersion for advertising awareness. Results in the four cities selected did not indicate any major geographic differences in advertising perceptions.

All enlistees were taken as they came through, and it was expected that overall the number in each service would be reasonably close to the numbers enlisting. This seemed to be the case. The Navy's share of our sample was 29%, which is higher than its average of 22% in F.Y. 71 and F.Y. 72. However, the Navy's share goes up in the summer and September was a relatively good month for the Navy. Historical branch of service averages for the four markets and the sample selection in the survey are shown in Table 1.

The survey was administered by MATHEMATICA personnel at all the AFEES centers. The men were given the survey in groups after having it carefully explained by the survey administrator. Names of enlistees were not put on the survey. The respondents were told that the Department of Defense was requesting the information. Navy sponsorship of the survey was not mentioned, although the administrators of the AFEES centers were told. By and large the survey administrators felt the men cooperated, although a small amount of incorrect or misunderstood responses developed.

| | Newark | | | | Philadelphia | | | | Jacksonville | | | | Louisville | | | | Total Country | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | F.Y. 1971 & 1972 | Survey | | Jan-June 1972 | F.Y. 1971 & 1972 | Survey | | Jan-June 1972 | F.Y. 1971 & 1972 | Survey | | Jan-June 1972 | F.Y. 1971 & 1972 | Survey | | Jan-June 1972 | F.Y. 1971 & 1972 | Survey | | Jan-June 1972 |
| | | Number | % | | | Number | % | | | Number | % | | | Number | % | | | Number | % | |
| Air Force | 24.0% | 41 | 20% | 18.2% | 19.8% | 60 | 31% | 14.3% | 23.7% | 34 | 18% | 18.5% | 21.9% | 50 | 28% | 17.9% | 23.3% | 185 | 24% | 19.0% |
| Army | 39.7 | 81 | 40 | 46.9 | 30.3 | 40 | 21 | 35.0 | 44.3 | 109 | 57 | 49.8 | 41.3 | 66 | 38 | 44.3 | 40.1 | 296 | 39 | 42.0 |
| Navy | 22.3 | 68 | 33 | 23.5 | 27.1 | 71 | 37 | 24.9 | 19.1 | 39 | 21 | 18.2 | 23.0 | 44 | 25 | 24.2 | 21.8 | 222 | 29 | 23.0 |
| Marines | 14.0 | 15 | 7 | 11.4 | 22.8 | 23 | 12 | 25.9 | 12.9 | 8 | 4 | 13.5 | 13.8 | 16 | 9 | 13.7 | 14.8 | 62 | 8 | 16.0 |
| Total | 100.0% | 205 | 100% | 100.0% | 100.0% | 194 | 100% | 100.0% | 100.0% | 190 | 100% | 100.0% | 100.0% | 176 | 100% | 100.0% | 100.0% | 765 | 100% | 100.0% |

Table 1. Sample by AFEES District and Service Branch
Compared to Historical Average

Since the main objective of the survey are relative numbers for each of the services, the sample size seems adequate for this type of survey. The standard error would be between 2% and 5% depending on the question.

The age, sex, and education level of the sample were as follows, according to the respondents.

| Age | Total All Services | Air Force | Army | Navy | Marines |
|-----|-----|-----|-----|-----|-----|
| 16 | 0.0% | 0.0% | 0.0% | 1.6% | 0.1% |
| 17 | 16.9 | 8.9 | 21.5 | 13.8 | 24.6 |
| 18 | 29.2 | 34.6 | 19.1 | 37.7 | 31.2 |
| 19 | 24.9 | 20.1 | 26.4 | 27.0 | 24.6 |
| 20 | 13.9 | 16.2 | 17.4 | 8.8 | 8.2 |
| 21 | 5.7 | 8.4 | 4.2 | 4.2 | 9.8 |
| 22 | 4.2 | 3.9 | 5.2 | 3.7 | 1.6 |
| 23+ | 5.3 | 7.9 | 7.2 | 3.3 | 0.0 |
|  | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Table 2.  Distribution of Ages in Sample by Branch of Service

| Sex | Total All Services | Air Force | Army | Navy | Marines |
|-----|-----|-----|-----|-----|-----|
| Male | 96.8% | 92.4% | 96.6% | 100.0% | 100.0% |
| Female | 3.2 | 7.6 | 3.4 | 0.0 | 0.0 |
|  | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

Table 3. Sex of Enlistee Sample by Branch of Service

| Highest Grade Completed | Total All Services | Air Force | Army | Navy | Marines |
|---|---|---|---|---|---|
| No Schooling | 2.1% | 2.7% | 2.0% | 1.8% | 1.6% |
| 1 - 6 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| 7 - 9 | 5.9 | 1.1 | 8.4 | 5.9 | 8.1 |
| 10 - 11 | 21.3 | 9.7 | 28.4 | 19.0 | 30.7 |
| 12 (High School Grad) | 49.9 | 62.4 | 37.8 | 55.4 | 50.0 |
| Some College | 14.4 | 16.1 | 16.2 | 13.1 | 4.8 |
| College Graduate | 3.4 | 5.4 | 4.1 | 1.4 | 1.6 |
| Other (Voc. training, etc.) | 3.1 | 2.7 | 3.0 | 3.2 | 3.2 |

Table 4.  Educational Levels in Sample by Branch of Service

The average age of the enlistees in the sample was 19.  The largest group was recent high school graduates.  The Air Force had an older and better educated group than the other services in this sample.  The Marine enlistees in this sample on average were younger and less educated.

# III. COMMUNICATIONS WITH RECRUITERS

Question 15 of the survey asked each enlistee to check the boxes which describe any communication he may have had with any of the military services to obtain enlistment information. The following statements could be checked for each of the five services:

I talked with a service recruiter in person.

I talked with a service recruiter on the telephone.

I sent a letter or postcard for enlistment information.

I did not ask for enlistment information.

The question was originally inserted to attempt correlations with advertising awareness and communication attempts. However, it has a great deal of value in itself since it is a measure of the armed services' recruiting effectiveness. It can be used to determine how many visits, calls, etc., were converted into an enlistment by a particular branch of service.

For this purpose, the sample may be too small and is only representative of a particular time for enlistments. The Navy was overrepresented in the sample and the Marines were probably under-represented. This could mean successful or unsuccessful recruiting or in some cases, it could mean filled quotas and reduced recruiting.

The procedures discussed here could provide the basis for an evaluation system of recruiting for all the services. It could be done by AFEES centers at various times during the year.

In reviewing the results, it must be kept in mind that Coast Guard enlistees were not in the sample, and the data reflects percentages only for enlistees. Contacts which did not lead to an

enlistment in either the Air Force, Army, Navy, and Marines, are also not in the sample.

Table 5 shows the average number of contacts of each type by Enlistees from each branch of the service.

The average enlistee in the survey had 2.24 contacts with one of the services. 66% of the contacts were personal visits to a recruiter. 22% of the contacts were telephone contacts and 12% were mail contacts. The Navy enlistees had the fewest average number of contacts, 1.99, while the Air Force enlistees had the most, 2.59. 62.9% of the Navy enlistees contacts were with the Navy, while 54.6% of Marine enlistees contacts were with the Marines.

Table 6 shows for enlistees in each branch of service, the percentage who saw a recruiter of each service. For example, 96.8% of Air Force enlistees talked in person with an Air Force recruiter; 26.3% of Air Force enlistees talked in person with an Army recruiter, etc. Air Force enlistees on the average talked with 1.63 recruiters (the sum of the column percentages divided by 100).

The average enlistee saw 1.48 recruiters before enlisting. Navy enlistees saw the fewest recruiters, 1.29, while Air Force enlistees saw the most, 1.63. It should be remembered that this sample had a higher than normal number of Navy enlistees and a lower than normal number of Marine enlistees.

Table 7 shows for enlistees in each branch of service the percentage who wrote letters or sent cards to each of the services for enlistment information. For example, 15% of Air Force enlistees sent a letter or postcard to the Air Force, 5.4% sent a letter or postcard to the Army, etc. Similarly, Table 8 details telephone contacts.

| | Enlistees' Branch of Service | | | | |
| --- | --- | --- | --- | --- | --- |
| | Air Force | Army | Navy | Marines | Total |
| Average Number of Personal Recruiter Contacts - All Services | 1.63 | 1.53 | 1.29 | 1.53 | 1.48 |
| Average Number of Telephone Recruiter Contacts - All Services | 0.62 | 0.43 | 0.44 | 0.48 | 0.49 |
| Average Number of Mail Communication Contacts - All Services | 0.34 | 0.25 | 0.26 | 0.24 | 0.27 |
| Total Personal + Phone + Mail Contacts All Services | 2.59 | 2.21 | 1.99 | 2.25 | 2.24 |
| Total Contacts with Own Branch of Service | 1.48 | 1.29 | 1.35 | 1.23 | 1.33 |
| % of Contacts with Own Service | 57.2% | 58.5% | 62.9% | 54.6% | 59.0% |
| Number in Sample | 185 | 296 | 222 | 62 | 765 |

Table 5. Average Number of Contacts
With Recruiters by Enlistees' Branch of Service

|  | Enlistees' Branch of Service | | | | |
|---|---|---|---|---|---|
|  | Air Force | Army | Navy | Marines | Total |
| Number in Sample | 186 | 296 | 222 | 62 | 766 |
| Those Who Saw A Recruiter: | | | | | |
| I saw an Air Force Recruiter | 96.8% | 20.3% | 11.7% | 19.4% | 36.3% |
| I saw an Army Recruiter | 26.3 | 93.9 | 12.2 | 29.0 | 48.6 |
| I saw a Navy Recruiter | 20.4 | 19.9 | 93.7 | 16.1 | 41.1 |
| I saw a Marine Recruiter | 13.4 | 14.2 | 9.0 | 88.7 | 18.5 |
| I saw a Coast Guard Recruiter | 5.9 | 4.4 | 2.3 | 0 | 3.8 |
| Average Number of Recruiter Contacts | 1.63 | 1.53 | 1.29 | 1.53 | 1.48 |

Table 6.  Recruiters Seen by Enlistees' Branch of Service

| | Enlistees' Branch of Service | | | | |
|---|---|---|---|---|---|
| | Air Force | Army | Navy | Marines | Total |
| Number in Sample | 186 | 296 | 222 | 62 | 766 |
| **Enlistees Who Sent a Letter or Postcard for Enlistment Information:** | | | | | |
| I sent a letter or postcard to the Air Force for information | 15.0% | 4.0% | 5.0% | 3.2% | 6.9% |
| I sent a letter or postcard to the Army for information | 5.4 | 8.5 | 3.2 | 6.5 | 6.0 |
| I sent a letter or postcard to the Navy for information | 5.9 | 4.1 | 12.6 | 4.8 | 7.1 |
| I sent a letter or postcard to the Marines for information | 4.3 | 3.7 | 3.2 | 8.1 | 4.1 |
| I sent a letter or postcard to the Coast Guards for information | 3.2 | 4.4 | 1.8 | 1.6 | 3.1 |
| Average Number of Mail Contacts | .34 | .25 | .26 | .24 | .27 |

Table 7.  Letters or Postcards Sent to Recruiters
by Enlistees' Branch of Service

| | Enlistees' Branch of Service | | | | |
|---|---|---|---|---|---|
| | Air Force | Army | Navy | Marines | Total |
| Number in Sample | 186 | 296 | 222 | 62 | 766 |
| Those Who Telephoned A Recruiter: | | | | | |
| I talked with an Air Force Recruiter on the phone | 36.0% | 6.4% | 5.4% | 6.5% | 13.3% |
| I talked with an Army Recruiter on the phone | 9.7 | 26.0 | 4.5 | 9.7 | 14.5 |
| I talked with a Navy Recruiter on the phone | 10.2 | 5.7 | 27.9 | 3.2 | 13.1 |
| I talked with a Marine Recruiter on the phone | 4.3 | 4.8 | 3.6 | 25.8 | 6.0 |
| I talked with a Coast Guard Recruiter on the phone | 2.2 | 0.7 | 2.3 | 3.2 | 1.7 |
| Average Number of Telephone Contacts | 0.62 | 0.43 | 0.44 | 0.48 | 0.49 |

Table 8. Recruiters Talked to on Phone
by Enlistees' Branch of Service

|  | Enlistees' Branch of Service | | | | |
|  | Air Force | Army | Navy | Marines | Total |
| Number in Sample | 186 | 296 | 222 | 62 | 766 |
| **Enlistees Who Did Not Ask for Enlistment Information** | | | | | |
| I did not ask for enlistment information from the Air Force | 2.7% | 69.3% | 79.7% | 69.4% | 56.1% |
| I did not ask for enlistment information from the Army | 65.6 | 2.7 | 79.3 | 51.6 | 44.1 |
| I did not ask for enlistment information from the Navy | 70.4 | 70.9 | 2.7 | 71.0 | 51.0 |
| I did not ask for enlistment information from the Marines | 79.6 | 77.6 | 84.2 | 4.8 | 74.1 |
| I did not ask for enlistment information from the Coast Guard | 89.8 | 87.5 | 91.9 | 83.9 | 89.0 |

Table 9. Enlistees Who Did Not Ask
for Enlistment Information
by Enlistees' Branch of Service

Table 9 shows enlistees in each branch of service who did not ask for enlistment information in any way. The majority of enlistees did not ask for information about the services other than their own.

## Conversion of Communication to Enlistment

The data just presented in Tables 5 to 9 can be viewed as converting good prospective enlistees (in each case, they eventually did enlist in one of the armed services) into enlistees. Tables 9 to 12 show for each branch of service the percentage of contacts in person, by phone and by mail converted into an enlistment in one of the four services. For example, in Table 10, 64.8% of all enlistees who talked to an Air Force recruiter enlisted in the Air Force, 21.6% enlisted in the Army, 9.4% in the Navy and 4.3% in the Marines. Thus, these tables provide a kind of "batting average" for the Recruiters of the various services.

A summary for the recruiters for each of the types of communication is shown in Table 13.

In general, the Direct face-to-face contact has the highest conversion rate with telephone second, and postcards or letters third.

The Army did a slightly better job of converting all contacts to enlistments than the Air Force and Navy. The Marines were a poor fourth in all types of contact. During this period in the AFEES centers the Marines were under their average enlistment rate. Apparently they were deliberately turning prospects away because of low quotas.

| Enlistees Branch of Service | I saw an Air Force Recruiter | I saw an Army Recruiter | I saw a Navy Recruiter | I saw a Marine Recruiter | I saw a Coast Guard Recruiter* |
|---|---|---|---|---|---|
| Air Force | 64.8% | 13.2% | 12.1% | 17.6% | 37.9% |
| Army | 21.6 | 74.7 | 18.7 | 29.6 | 44.8 |
| Navy | 9.4 | 7.3 | 66.0 | 14.1 | 17.2 |
| Marines | 4.3 | 4.8 | 3.2 | 38.7 | 0 |
| Coast Guard Enlistees not Given | | | | | |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Number in sample | 278 | 372 | 315 | 142 | 29 |

Table 10. Percentage of Direct Personal Contacts Ending in Enlistment by Branch of Service

*These enlistees by definition were those who did not enlist in the Coast Guard. There were no Coast Guard enlistees at the AFEES Centers.

| Enlistees' Branch of Service | I telephoned an Air Force Recruiter | I telephoned an Army Recruiter | I telephoned a Navy Recruiter | I telephoned a Marine Recruiter | I telephoned a Coast Guard Recruiter |
|---|---|---|---|---|---|
| Air Force | 65.6% | 16.2% | 19.0% | 17.4% | 30.8% |
| Army | 18.6 | 69.4 | 17.0 | 30.4 | 15.4 |
| Navy | 11.8 | 9.0 | 62.0 | 17.4 | 38.5 |
| Marines | 3.9 | 5.4 | 2.0 | 34.8 | 15.4 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Number in Sample | 102 | 111 | 100 | 46 | 13 |

Table 11. Percentage of Telephone Contacts Ending in Enlistment by Branch of Service

| Enlistee's Branch of Service | I sent a letter or card to an Air Force | I sent a letter or card to an Army | I sent a letter or card to a Navy | I sent a letter or card to a Marine | I sent a letter or card to a Coast Guard |
|---|---|---|---|---|---|
| Air Force | 52.8% | 21.7% | 20.4% | 25.8% | 25.0% |
| Army | 22.6 | 54.3 | 22.2 | 35.5 | 54.2 |
| Navy | 20.8 | 15.2 | 51.9 | 22.6 | 16.7 |
| Marines | 3.8 | 8.7 | 5.6 | 16.1 | 4.2 |
| Total | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Number of Contacts by Mail | 53 | 46 | 54 | 31 | 24 |

Table 12.  Percentage of Mail Communications Ending in Enlistment by Branch of Service

## Successful Conversions of Enlistee Contact

% of contacts (excluding non-enlistees and Coast Guard enlistees who are not in sample) who enlist in their service after contact.

| Branch of Service | Personal Face-to-face Contact | Telephone Contact | Letter or Postcard Contact |
|---|---|---|---|
| Air Force | 65% | 66% | 53% |
| Army | 75 | 69 | 54 |
| Navy | 66 | 62 | 52 |
| Marines | 39 | 35 | 16 |

Table 13. Conversion Rate of Contact to Enlistment for Various Types of Contact by Branch of Service.

Despite the natural competition between the Navy and the Air Force, neither the Navy nor the Air Force did an exceptional job of converting joint prospects (those who saw or communicated with both services). The Army seemed to do the best job of "capturing" potential enlistees who made Navy or Air Force contacts.

As pointed out, the "batting averages" for the recruiters are upper limits since eventual Coast Guard enlistments were eliminated by definition and non-enlistees are not considered. Coast Guard data if it were available, might drop the conversion percentages by a few percent. We have no way of knowing how many percentage points would be lost by not converting non-enlistees, although it is likely to be much more than a few percent. However, an argument can be made that someone who does not enlist is not a serious prospect and should not be given the same importance as the enlistee.

The conversion rates could be made for individual recruiting centers. However, our data may be a little thin for that purpose and we would hesitate at this time to break conversion rates down to individual recruiting centers. A future survey of this type designed to evaluate recruiters could be set up to do this.

## IV. ADVERTISING

### 1. Awareness of Advertising

Question 2 was 'I remember seeing or hearing advertising for these military services'. The percentage of awareness of each of the services advertising is shown in Table 14 for enlistees in each branch of the service.

| Stated Awareness of Advertising for These Branches | Branch of Service of Enlistee | | | | Total Services (766) |
|---|---|---|---|---|---|
| | Air Force (186) | Army (296) | Navy (222) | Marines (62) | |
| Air Force | 97.4% | 87.8% | 88.7% | 90.3% | 90.6% |
| Army | 95.7 | 98.3 | 92.8 | 88.3 | 95.4 |
| Navy | 91.9 | 89.5 | 96.8 | 89.7 | 92.2 |
| Marines | 86.6 | 85.5 | 85.1 | 93.6 | 86.3 |
| Coast Guard | 68.3 | 68.9 | 68.5 | 66.1 | 68.4 |
| None of the Services | 1.1 | 0.3 | 0.9 | 1.6 | - |
| All of the Services | 65.0 | 64.5 | 62.6 | 59.7 | - |

Table 14. Awareness of Advertising of Services by Enlistees

The stated awareness of advertising for the services are quite high. However, the respondent's definition of advertising may be quite broad. The next question included as 'advertising' Radio, TV, Poster or Billboard, Newspaper, Mail, Brochures and Other. Also recent enlistees are likely to have been exposed to and aware of more advertising than young non-enlistees and other segments of the population. It is interesting that less than 2% of enlistees are aware of no advertising while 60-65% of enlistees are aware of advertising for all the services.

## 2.  Advertising Awareness by Media

Questions 3-7 stated for each service, <u>This is where I remember</u> <u>having seen or heard an advertisement for the Air Force, Army</u>, etc.

The responses for the various services follow.  No one knows whether these responses are accurate or not, or how long a period of time was in the respondent's memory.  While paid advertising has been in effect during the last 1-1/2 years for the Armed Services, there has also been a great deal of free advertising on Radio and T.V. developed by local action with broadcasters.  The true value of this advertising for the services is difficult to determine.  Most of the time available was unsold time at "odd" hours.

The word advertising also has different meanings to different people.  A favorable mention of a service in an article or documentary program two years ago may have been recalled as advertising when it really was news or factual.  In any event the responses by media for each of the services are shown in Table 15.

The strength of T.V., despite the relatively low emphasis in the last year, is surprising.  Most of the services spent heavily in magazines this summer.  Yet the recall of magazine advertising is less than T.V. for all services.

The word poster is usually confusing for the average man.  Many people call billboards posters.  In fact, any picture can be called a poster.  Every enlistee who visited a recruiting station probably had an opportunity to see a poster.

| Branch of Service | Percentage of Enlistees Remembering Advertising in the Following Media | | | | | | | | Average Number of Responses |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| | Radio | T.V. | Magazine | Poster or Billboard | Newspaper | Mail | Brochures | Other | |
| Air Force | 18% | 56% | 45% | 56% | 13% | 26% | 31% | 6% | 2.51 |
| Army | 24 | 66 | 61 | 72 | 22 | 33 | 34 | 6 | 3.18 |
| Navy | 17 | 54 | 53 | 63 | 14 | 31 | 32 | 8 | 2.72 |
| Marines | 14 | 42 | 40 | 61 | 11 | 23 | 24 | 5 | 2.20 |
| Coast Guard | 9 | 35 | 28 | 38 | 6 | 13 | 15 | 4 | 1.48 |

Table 15.   Remembrance of Advertising by Media

It was hoped to relate advertising expenditures by month and by media of all the services to advertising awareness especially of the media. However, the only competitive advertising data made available to MATHEMATICA were total advertising budgets by the services. These are shown in Table 16. Here advertising includes many things besides direct media costs. Budgets are constantly changing and the numbers for fiscal year 1973 are for early September 1972.

| Total Advertising Budgets (millions) | | |
|---|---|---|
| Service | F.Y. '72 | F.Y. '73 (planned) |
| Air Force | $ 6.8 | $12.0 |
| Army | 23.4 | 26.7 |
| Navy | 4.5 | 26.0 |
| Marines | 7.3 | 6.4 |
| Total Advertising | $42.0 | $51.8 |

Table 16. Advertising Budgets for the Services

The paid advertising media budgets are believed to be heavy in print, at least in recent months, especially for the Navy. There is no good way of getting the value of 'free' advertising on Radio and T.V. In most cases the spots are at 'odd' times and are not monitored. Even if the dollar value of 'free' spots were known and calculated for all the services it would not be a fair comparison number, since a lot of the messages would not be aimed at the Armed Services prime targets,

and would never have been purchased in a paid campaign.

If we assume that Navy expenditures and probably those of other services as well were heavy on magazines in the months preceding this survey, then the relative awareness of magazines to billboards and T. V. is low. Of course, most of the enlistees were at a recruiting station and probably had access to a poster which may explain its high media recall by enlistees. In any event the Navy with a relatively intense magazine campaign from May through September did not get particularly strong awareness from the best targets - men who actually enlisted in one of the services.

The relative value of broadcast media relative to print media in paid advertising is shown in Table 17 which compares awareness of the Army before and after their major campaign March-June 1971.

Television, in particular, was seen to be extremely effective in causing awareness for the Army. Despite the increase in awareness and more than tripling the inquiry rate, studies done by several groups including MATHEMATICA cannot demonstrate any significant increase of Army enlistments due to the advertising campaign.

Multiple sources of advertising awareness were stated in the response to questions 3-7 asking where advertising was seen or heard.

| Awareness of Potential Army Targets (17-21) | Before '71 Campaign | Paid Adv. Budget | After '71 Campaign | % Change Awareness |
|---|---|---|---|---|
| Through Radio | 2.8% | $ 5,350,000 | 12.1% | + 334% |
| Through T.V. | 8.7 | 4,710,000 | 49.0 | + 465% |
| Through Other Media | 26.5 | 1,268,000(print) | 21.8 | - 18% |
| Subtotal | 38.0% | $11,328,000 | 82.9% | + 121% |
| Unaware | 62.0% | | 17.1 | - 73% |
| | 100.0% | | 100.0% | |

Table 17.  Before and After Awareness of Army's '71 Paid

Advertising Campaign (Source - Rome Arnold Surveys)

The number of sources of Navy advertising were counted for each

enlistee and are shown in Table 18 along with the number of sources.

| Number of Sources of Navy Advertising Stated by Respondents | Navy Enlistees | All Enlistees |
|---|---|---|
| 0 | 2.7% | 7.2% |
| 1 | 21.2 | 27.8 |
| 2 | 16.2 | 15.0 |
| 3 | 18.9 | 17.9 |
| 4 | 16.2 | 13.7 |
| 5 | 14.0 | 9.5 |
| 6 | 7.7 | 4.3 |
| 7 | 2.7 | 3.7 |
| 8 | .5 | 0.9 |
| | 100.0% | 100.0% |
| Average Number of Sources | 3.14 | 2.73 |

Table 18. Distribution of Number of Sources for Those Aware of Navy Advertising

A Navy enlistee averaged 3.14 sources as compared to 2.73 for

all the enlistees. Results were similar for the other services adver-

tising, with the enlistees in a service naming more sources than

non-enlistees in that branch.

Table 15 shows that 92.7% of the enlistees recalled one or more

sources of Navy advertising which checks with the results of Question 1.

| Number of Sources of Navy Advertising on Radio or T.V. Mentioned (Broadcast) | Navy Enlistees | All Enlistees |
|---|---|---|
| 0 | 37.4% | 43.1% |
| 1 | 48.2 | 42.6 |
| 2 | 14.4 | 14.6 |

| Number of Sources of Non-Broadcast Advertising Mentioned (Written) | Navy Enlistees | All Enlistees |
|---|---|---|
| 0 | 10.4% | 16.5% |
| 1 | 21.6 | 27.3 |
| 2 | 24.3 | 20.9 |
| 3 | 17.6 | 17.5 |
| 4 | 17.6 | 10.6 |
| 5 | 8.1 | 6.3 |
| 6 | .5 | 1.0 |

Table 19.  Distribution of Number of Sources for Broadcast and Non-Broadcast Media

The distribution of broadcast and non-broadcast media sources mentioned  is  shown in Table 19.

3.   Specific Copy Point Recall

Question 8 stated "In the space below write anything you remember about the advertising you have seen or heard for each type of service." In the data which follows we have not tried to evaluate whether or not a particular copy point was correct or incorrect. There are so many ads, brochures and types of advertising for each of the services over a long period of time that it would be difficult to make a judgement on whether an item listed was correct or not. Undoubtedly, a number of copy ideas may have been incorrectly stated or attributed to the wrong branch of service. It may be possible for knowledgeable advertising or recruiting people to correctly identify copy points and they may do this from Table 20.

A total of 727 of the 2220 copy points stated were slogans. The Army has been successful in getting their slogan "Today's Army Wants to Join You" recalled. Even more successful has been the Marines with "The Marines are Looking for a Few Good Men." Not only do they have relatively good slogan recognition, but the idea of making you a better man - "morally" or "physically fit" - was the most remembered copy point and was clearly identified with the Marines.

The Navy had major slogan recall by 124 of the 766 men. However, the slogan "Join the Navy and See the World" was known by a great many people even though they did not emphasize it in this summer's campaign.

"Go Navy" and "Fly Navy" had good advertising recall for a number of people. Surprisingly strong was "Uncle Sam Wants You," which was the Army's old slogan.

"Travel Opportunities" was a specific copy point with fair recall although the Army has been stressing this recently and had better advertising recall on this point than the Navy.

"Education, skills and jobs" was frequently mentioned as Navy copy points, but even more frequently by the Army and the Air Force. However, Navy enlistees were relatively strong on the idea of education and training as will be seen in the section on "Reasons Why Joined."

The Air Force had the fewest number of copy points recalled for any of the services, primarily because they do not have an easily identifiable slogan. Their best copy recall came in the area of education, skills and jobs.

Good pay was identified with Army and Navy advertising but was stronger with Army enlistees. General opportunities, benefits and advancement was associated with all the services.

The Army got a relatively high recall of the "New Action Army" idea. The Army led all the services in the number of copy points recalled. Of course, the Army had the most enlistees in the survey and has had the highest advertising expenditures.

All the services had a high count for "type of ad - where seen or heard." This is a response to the question of "what did you see or hear" by saying something like, "I saw an ad in T. V. Guide." While not mentioning specific copy points it is meaningful. Very often "The Media is the Message" and identification of media may be as important as identification of specific copy points.

Attributed to the Following Services

| Advertising Copy Points Recalled | Air Force – By All Service Enlistees | Air Force – By Air Force Enlistees | Army – By All Service Enlistees | Army – By Army Enlistees | Navy – By All Service Enlistees | Navy – By Navy Enlistees | Marines – By All Service Enlistees | Marines – By Marine Enlistees | Cst. Guard – By All Services Enlistees |
|---|---|---|---|---|---|---|---|---|---|
| **Main Slogans** | | | | | | | | | |
| "Get a Little More in the Navy" or "Join the Navy and See the World" | | | | | 124 | 40 | | | 7 |
| "Find Yourself in the Air Force" | 33 | 18 | | | | | | | |
| "Today's Army Wants to Join You" | | | 185 | 80 | | | | | |
| "The Marines are Looking For a Few Good Men" | | | | | | | 173 | 35 | |
| **Other Slogans** | | | | | | | | | |
| "You can be a Shop Foreman at 19" | 1 | 0 | 8 | 7 | 0 | 0 | 0 | 0 | 0 |
| "Your last year for a summer job" | 0 | 0 | 7 | 2 | 0 | 0 | 0 | 0 | 0 |
| "Drive your own rig at 18" | 0 | 0 | 13 | 7 | 0 | 0 | 0 | 0 | 0 |
| "Fly your own jet" | 3 | 1 | 0 | 0 | 3 | 0 | 0 | 0 | 0 |
| "You can be black and Navy too" | 1 | 0 | 0 | 0 | 18 | 5 | 0 | 0 | 0 |
| "Fly Navy" | 0 | 0 | 0 | 0 | 9 | 10 | 0 | 0 | 0 |
| "Sail with the Bold Ones" | 0 | 0 | 0 | 0 | 0 | 6 | 0 | 0 | 0 |
| "Uncle Sam Wants You" | 6 | 0 | 42 | 22 | 0 | 0 | 0 | 0 | 2 |
| "Join the Army, Navy etc. or Go Navy, Go Air Force" | 9 | 5 | 14 | 10 | 44 | 14 | 2 | 0 | 1 |
| **Copy Ideas** | | | | | | | | | |
| New Image, e.g., 'Action Army' or 'New Navy' etc. | 14 | 7 | 72 | 35 | 19 | 9 | 2 | 0 | 2 |
| Planes, tanks, other equipment | 25 | 6 | 15 | 2 | 20 | 4 | 4 | 0 | 4 |
| Flying - All Services | 38 | 7 | 2 | 2 | 4 | 1 | 1 | 0 | 0 |
| Heritage, Tradition, & Pride of Service | 0 | 0 | 1 | 0 | 8 | 4 | 9 | 3 | 1 |
| Travel opportunities - Hawaii, Europe | 5 | 4 | 52 | 24 | 34 | 14 | 1 | 0 | 2 |
| Education, Skills, Jobs | 76 | 28 | 67 | 43 | 51 | 30 | 9 | 2 | 11 |
| Specific Training Mentioned e.g., Aviation | 18 | 6 | 9 | 4 | 10 | 3 | 2 | 0 | 3 |
| Guaranteed Job | 23 | 22 | 14 | 2 | 3 | 1 | 1 | 0 | 1 |
| **More Copy Ideas** | | | | | | | | | |
| Good Food, 3 times a day | 2 | 0 | 1 | 1 | 2 | 2 | 0 | 0 | 0 |
| Housing & Medical Benefits | 1 | 0 | 2 | 1 | 1 | 1 | 0 | 0 | 0 |
| Moral or Physical Betterment - keeps you fit & makes you a man etc. | 6 | 2 | 26 | 13 | 11 | 5 | 100 | 10 | 1 |
| Help us, Help Others | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 4 |
| "Best of All" - superlative on ad | 1 | 0 | 2 | 1 | 3 | 2 | 3 | 1 | 1 |
| $298/month - good pay | 10 | 5 | 21 | 16 | 19 | 5 | 7 | 2 | 4 |
| Combat enlistment Bonus | 1 | 0 | 16 | 4 | 0 | 0 | 5 | 3 | 0 |
| General 'opportunities', 'benefits', & 'advancement' | 16 | 7 | 22 | 10 | 20 | 13 | 6 | 0 | 6 |
| Catchy tunes, songs, and jingles, themes | 19 | 9 | 5 | 2 | 9 | 4 | 12 | 4 | 6 |
| Type of ad - where seen or heard | 93 | 33 | 108 | 43 | 86 | 34 | 66 | 5 | 42 |
| Too little information, lots of pictures | 6 | 0 | 5 | 1 | 3 | 2 | 2 | 0 | 2 |
| False impressions - not credible | 5 | 2 | 7 | 4 | 3 | 1 | 4 | 0 | 0 |
| **Other** | 10 | 5 | 24 | 13 | 28 | 20 | 14 | 1 | 12 |
| **Total Copy Points** | 385 | 169 | 743 | 349 | 554 | 231 | 426 | 71 | 112 |

Table 20. Advertising Copy Points Recalled (Unaided) by Branch of Service

| Branch of Service | Slogans Recalled | Other Copy Points Recalled | Total Copy Points Recalled |
|---|---|---|---|
| Air Force | 53 | 332 | 385 |
| Army | 269 | 474 | 743 |
| Navy | 225 | 329 | 554 |
| Marines | 173 | 253 | 426 |
| Coast Guard | 7 | 105 | 112 |
| | 727 | 2220 | 2220 |

Table 21.   Comparison of Slogans Recalled with Other
Copy Recalled.

Table 20 shows the number of advertising copy points recalled for each branch of service.   The Army had the strongest copy point recall both by its own men and by men in other services.   The Marines were second in copy recall of their own men.   The most remembered copy point by enlistees of their own service's advertising was "The Marines are Looking for a Few Good Men, " which was recalled unaided by 50% of Marine enlistees.

It is interesting that the more slogans were recalled for a service, the more specific copy ideas were recalled.   This is shown in Table 21.

4.  Slogan Identification

The most identifiable slogans for the services were 'Today's Army Want To Join You' with 90% correct identification, 'Join the Navy and See the World' with 72% correct and 'The Marines Are Looking For a Few Good Men' with 68% correct. (See Table 22.)

The questionnaire actually stated 'The Marines is...' rather than 'The Marines are...' to avoid giving it away. It was felt that anyone really knowing the slogan would not be confused by the incorrect word 'is'.

The Navy's slogan 'Get a Little More in the Navy' was correctly identified by only 13% of all enlistees and 21% of Navy enlistees. However, it was incorrectly identified by 48% of all respondents and 42% of Navy respondents. More enlistees, 25%, thought it was an Air Force slogan than a Navy slogan, 13%. The fact that there were so many incorrect identifications suggests that the slogan does not match the product. That is, enlistees feel that other services, especially the Air Force, give more.

The Air Force slogan "Find Yourself in the Air Force" was correctly identified by 26% of all enlistees and 46% of all Air Force enlistees. It was incorrectly identified by 36% of all enlistees and 20% of all Air Force enlistees.

The most interesting feature of slogan recognition was the strength of 'Join the Navy and See the World' despite the relatively small amount of advertising behind it in the last year. It has been the Navy's theme for many years, and apparently enlistees recall

| Slogan for Which Name of Service Is Inserted | Response by All Services | | | | | | | Response by Correct Service Enlistees | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Air Force | Army | Navy | Marines | Coast Guard | No Answer | Wrong Answer | Air Force | Army | Navy | Marines | Coast Guard | No Answer | Wrong Answer |
| Get a little more in the NAVY | 25% | 5% | (13%) | 3% | 15% | 38% | 48% | 24% | 4% | (21%) | 2% | 12% | 37% | 42% |
| Find yourself in the AIR FORCE | (26) | 8 | 6 | 6 | 16 | 36 | 36 | (46) | 6 | 4 | 4 | 10 | 29 | 20 |
| Today's ARMY want to join you | 1 | (90) | 2 | 2 | 0 | 6 | 5 | 1 | (93) | 1 | 0 | 0 | 4 | 2 |
| The MARINES is looking for a few good men | 3 | 4 | 3 | (68) | 4 | 18 | 14 | 0 | 0 | 0 | (97) | 0 | 3 | 0 |
| Join the NAVY and see the world | 5 | 3 | (72) | 2 | 5 | 13 | 15 | 5 | 1 | (81) | 0 | 3 | 10 | 9 |

Table 22.   Identification of Major Slogans by Enlistees

it from earlier Navy advertising experience.

'The Marines are Looking For a Few Good Men' has a surprisingly strong recognition. It personifies the image the Marines are trying to project and therefore must be considered a successful slogan since the Marines advertising expenditure is not as big as the other services. Only 3% of all answers were incorrect, and not a single Marine enlistee gave an incorrect identification.

Those people who correctly identified either one of the Navy slogans were somewhat less likely to identify the second Navy slogan than a person who did not guess the first. Thus, there was no positive correlation among respondents on knowledge of the Navy slogans. Navy enlistees were more likely to know the Navy slogans.

| Knowledge of Navy Slogans 'More' or 'Join & See' | Navy Enlistees | All Enlistees |
|---|---|---|
| Neither | 12.2% | 22.6% |
| 'Get a Little More in the Navy' | 6.8 | 5.6 |
| 'Join the Navy and See the World' | 67.1 | 64.1 |
| 'More' and 'Join and See' | 13.4 | 7.7 |
| | 100.0% | 100.0% |

Table 23. Knowledge of Navy Slogans by Navy Enlistees and All Enlistees

5.  Slogan Pull to Service Recruiters

In advertising, a common measurement is called "Usage Pull". This is the percentage of advertising-aware people who buy a product, less the percentage of non-advertising-aware people who buy a product. It is dangerous to assume that this difference in purchase rate is caused by advertising, since very often purchase of the product causes one to be more aware of the advertising. The differences are always positive.

In some cases, the results are interesting, especially when a number of brands are compared. This is the case in this survey.

There are a number of measures of advertising awareness in the survey. Slogan identification was selected and related, not to enlistment, but to personal visit to the service's recruiter. Of course, someone who actually visits a recruiter is much more exposed to be exposed to advertising and slogans. The results are shown in Table 24.

The weakest relation between slogan awareness and visit to a recruiter was for the Navy's "Get a Little More" slogan. This is not surprising, and checks the results of the other advertising indicators.

| SLOGAN | % of Correct Slogan Identi-tifiers All Services | % of Correct Identifiers Who Talk to Services Recruiters | % of Incorrect Identifiers of Slogan Who Talk to Service Recruiters | 'Slogan Pull' to Service Recruiter |
|---|---|---|---|---|
| Get a Little More in the Navy | 13.3% | 50% | 40% | +10% |
| Find Yourself in the Air Force | 26.5% | 54% | 30% | +24% |
| Today's Army Wants to Join You | 89.0% | 51% | 31% | +20% |
| The Marines Are Looking For a Few Good Men | 68.0% | 23% | 10% | +13% |
| Join the Navy and See the World | 71.8% | 46% | 29% | +17% |

Table 24. Slogan Identifiers and Non-Identifiers Who Talked to Service Recruiters

## 6. Advertising Believability

Question 9 attempted to get at believability of the advertising for the various services.

There were 186 Air Force enlistees. Table 25 shows their stated belief about the advertising of all the services.

| Statement Most Closely Describing How you Felt About Advertising | Advertising For Services | | | | |
|---|---|---|---|---|---|
| | Air Force Adv. | Army Adv. | Navy Adv. | Marine Adv. | Coast Guard Adv. |
| I believed all of the statements | 47% | 11% | 23 | 18% | 7% |
| I did not believe all of the statements | 33 | 68 | 39 | 42 | 22 |
| I do not remember the advertising | 13 | 12 | 24 | 23 | 27 |
| I did not see the advertising | 7 | 9 | 14 | 17 | 43 |
| Contradictory answers- Checked more than one Statement | 0 | 0 | 1 | 0 | 1 |
| | 100% | 100% | 100% | 100% | 100% |

Table 25. Advertising Believability by Air Force Enlistees

Air Force enlistees believe their own advertising most and were most skeptical about Army advertising and least skeptical about Navy advertising.

The 296 Army enlistees had the following beliefs about the advertising of all the services.

| Statement Most Closely Describing How You Felt About Advertising | Advertising for Services | | | | |
|---|---|---|---|---|---|
| | Air Force Adv. | Army Adv. | Navy Adv. | Marine Adv. | Coast Guard Adv. |
| I believed all of the statements | 21% | 51% | 30% | 22% | 15% |
| I did not believe all of the statements | 27 | 35 | 31 | 38 | 18 |
| I do not remember the advertising | 28 | 7 | 18 | 15 | 24 |
| I did not see the advertising | 21 | 3 | 19 | 22 | 40 |
| Contradictory answers - Checked more than one box | 2 | 4 | 2 | 3 | 3 |
| | 100% | 100% | 100% | 100% | 100% |

Table 26. Advertising Believability by Army Enlistees.

Army enlistees believed their own advertising most and were most skeptical about Marine advertising. They were least skeptical about Navy advertising.

There were 222 Navy enlistees.  Table 27 shows their
stated belief about the services' advertising.

| Statement Most Closely Describing How You Felt About Advertising | Advertising   For   Services | | | | |
| --- | --- | --- | --- | --- | --- |
| | Air Force Adv. | Army Adv. | Navy Adv. | Marine Adv. | Coast Guard Adv. |
| I believed all of the statements | 20% | 16% | 55% | 18% | 12% |
| I did not believe all of the statements | 25 | 54 | 32 | 38 | 16 |
| I do not remember the advertising | 31 | 16 | 7 | 18 | 25 |
| I did not see the advertising | 22 | 13 | 5 | 24 | 44 |
| Contradictory answers - checked more than one box | 1 | 1 | 1 | 2 | 3 |
| | 100% | 100% | 100% | 100% | 100% |

Table 27.  Advertising Believability by Navy Enlistees

Navy enlistees believed Navy advertising most and like the
Air Force enlistees, were very skeptical about Army advertising.
They were least skeptical about Air Force and Coast Guard
advertising.

There were 62 Marine enlistees in the sample. Table 28

shows their stated belief about the advertising of all the services.

| Statement Most Closely Describing How You Felt About Advertising | Advertising For Services | | | | |
|---|---|---|---|---|---|
| | Air Force Adv. | Army Adv. | Navy Adv. | Marine Adv. | Coast Guard Adv. |
| I believed all of the statements | 31% | 21% | 31% | 60% | 15% |
| I did not believe all of the statements | 19 | 45 | 26 | 26 | 11 |
| I do not remember the advertising | 18 | 8 | 19 | 6 | 26 |
| I did not see the advertising | 31 | 26 | 24 | 6 | 45 |
| Contradictory answers - Checked more than one box | 2 | 0 | 0 | 2 | 3 |
| | 100% | 100% | 100% | 100% | 100% |

Table 28.  Advertising Believability by Marine Enlistees

Marines believe their own advertising most.  They are most

skeptical about the Army's advertising and least skeptical about the

Air Force's advertising.

If we sum over all services and subtract the percentage not believing from the percentage believing, we have the following rank for believability by <u>all</u> enlistees.

| Believ-ability Rank | Branch of Service | Believe all Advertising | Do Not Believe All | Believe- Do not Believe | Did Not See and Don't Remember |
|---|---|---|---|---|---|
| 1. | Navy | (36%) | 32% | + 4% | 30% |
| 2. | Air Force | 28% | 28% | 0 | 53% |
| 3. | Coast Guard | 12% | 17% | - 5% | 69% |
| 4. | Marines | 23% | 38% | -15% | 37% |
| 5. | Army | 28% | (49%) | -21% | 20% |

Table 29.   Rank of Believability by <u>All</u> Enlistees

Navy advertising appears to have the greatest degree of believability followed by the Air Force. The Army has the least believability by all groups.

The Navy advertising which was believed is not however, the 'Get a Little More in the Navy' idea, since very few enlistees correctly associated this idea with the Navy. It is more likely to be the 'See the World' idea with travel, and Training Opportunities.

There was no probing of 'why' the advertising statements were not believed. However, if one looks at the main slogans which people identify with the services, one might understand the rank of believability.

'Today's Army Wants to Join You' may be memorable, but if one seriously thinks about what it says, there is a certain lack of credibility in its proposal. Similarly, the slogan 'The Marines are Looking for a Few Good Men' while believed by the Marines, is seen by others as an ego builder with a certain amount of deliberate exaggeration. 'Join the Navy and See the World' and 'Find Yourself in the Air Force' are more believable ideas in the sense that there is no 'biased' appeal in the statements.

The degree of believability by men in a service about their own service's advertising is shown in Table 30.

| Rank of Belief | Branch of Service | Believe their Own Adv. | Did Not Believe their Own Adv. | Did Not See or Did Not Remember Own Adv. | Believe- Did Not Believe |
|---|---|---|---|---|---|
| 1. | Marines | 60% | 26% | 14% | +34% |
| 2. | Navy | 55 | 32 | 13 | +23 |
| 3. | Army | 51 | 35 | 14 | +16 |
| 4. | Air Force | 47 | 33 | 20 | +14 |

Table 30. Belief in Their Own Service's Advertising by Enlistees

The Marine enlistees have the greatest belief in their own advertising, possibly because it tells them how good they are. Navy enlistees are next in advertising belief of their service's advertising and the Air Force is last.

In examining the data on belief of advertising statements the number of enlistees who believe all the advertising of from zero to five services are as follows:

|  | Number | % |
|---|---|---|
| Believed All the Statement of All the Services (1) | 35 | 4.6 |
| Believed All the Statements of Four of the Five Services (1) | 38 | 5.0 |
| Believed All the Statements of Three of the Five Services (1) | 71 | 9.3 |
| Believed All the Statements of Two of the Five Services (1) | 121 | 15.8 |
| Believed All the Statements of One of the Five Services (1) | 193 | 25.2 |
| Did not Believe All the Statements of Any Service (1) | 308 | 40.1 |
| Total | 766 | 100% |

Table 31. Number of Enlistees Believing Advertising of One to Five Services

(1) Included in those who did not believe all are those who did not see or do not remember the advertising.

## 7. Advertising Image of the Services Today

Of all the Services, the Marines have probably been most successful in the development of a desirable image. Their slogan and recall of the concept of proud men, physically and morally fit is good, considering the amount of effort available. They are basically selling one idea and have been successful in spreading that idea.

The Air Force advertising image seems to be the least successful. The Air Force is selling careers, education, training, and a good place to be. This is a difficult concept to sell. The Air Force does seem to be identified more with training and education than the other services. However, the Air Force has not found a memorable slogan with which to integrate their advertising. Possibly as a result, fewer copy points are recalled and the overall identification does not seem to be as strong.

The Army has the best known slogan and the most copy recall. The Army has also had the most advertising spent and the benefit of a paid advertising campaign on Radio and T. V. two years ago. The Army is trying to sell the idea of being a 'New' Army with better training and benefits being more liberal to their enlisted men. They are attempting to get away from the image of tired, dirty infantry fighting the war and getting killed. The Army advertising is the least believable of all the services.

Recent Navy advertising has been somewhat in conflict with the old Navy image of travel, glamor, see the world. It has tried to stress many of the Navy's benefits and in many cases has sounded like the Air Force advertising. The 'Old' image of 'See the World' still dominates the Navy's advertising recall and the Navy's image. The Navy's advertising (the Old, not the New) is more believable than that of the other services.

A summary of all the major advertising measurements is shown in Table 32. In general, Army advertising is most widely known. While Navy advertising is most believed of all the services, this is not due to the "Get a Little More" campaign of this summer, but to the old slogan, "Join the Navy and See the World." Air Force advertising, especially considering the amount of advertising effort, has relatively less awareness than the others. While the Marines advertising is less well known by all the enlistees, it is best known and believed by its own enlistees.

The overall advertising image of the services is given in the following section "Analysis of Navy Image" starting on page 72.

Summary of Advertising Measurements from Survey

| Advertising for This Branch of Service | Stated Awareness of Advertising All Enlistees | Average Number of Media Recalled | Average Number of Copy Points Recalled Per Enlistee | | Correct Identification of Slogans | Correct Identifiers Visiting Recruiter Less Incorrect Identifiers Visiting Recruiter | Believability of Advertising | |
|---|---|---|---|---|---|---|---|---|
| | | | Own Enlistees | Other Enlistees | | | Believe All Less Do Not Believe All All Enlistees | Own Enlistees |
| Air Force | 90.6% | 2.51 | 0.91 | 0.37 | 26% | +24% | 0 | +14 |
| Army | 95.4 | 3.18 | 1.18 | 0.84 | .90 | +20 | -21% | +16 |
| Navy | 92.2 | 2.72 | 1.04 | 0.59 | "Get" - 13 "Join" - 72 | +10 +17 | + 4 | +23 |
| Marines | 86.3 | 2.20 | 1.15 | 0.51 | 68 | +13 | -15 | +34 |
| Coast Guard | 68.4 | 1.48 | -- | -- | -- | -- | - 5 | -- |

Table 32. Summary of Advertising Measurements from Survey

# V. SECOND CHOICE OF SERVICE

Question 18 asked 'If you had a choice of service other than the one in which you are in, what would have been your choice? The question is of interest in developing a marketing and especially advertising strategy for each service. The answers by branch of service are shown in Table 33.

The Army is the least popular second choice, yet has the most enlistees. Even the Coast Guard had more second choices than the Army. Only Marines favored the Army as their second choice although the Air Force was a close second choice to the Army.

The Air Force and the Navy are clearly competing for each other's men. The Navy was a dominant second choice for Air Force people, while Navy enlistees favored the Air Force as their second choice. Coast Guard was second choice with a large percentage of Navy enlistees.

Only 5.9% of Navy enlistees selected the Army as their second choice while 26.7% of Army enlistees selected the Navy as their second choice.

Quite a few enlistees selected their own service as second choice especially Navy and Marines. This may be misunderstanding of the question or more probably a show of loyalty.

The strong second choice of the Navy by Air Force enlistees is generally known by Navy personnel but does not seem to be integrated into an overall marketing plan.

| Branch of Service of Enlistee | Enlistee's Second Choice | | | | | | |
|---|---|---|---|---|---|---|---|
| | Air Force | Army | Navy | Marines | Coast Guard | No Answer | Total |
| Air Force | 3.2% | 17.2% | 47.3% | 14.0% | 10/8% | 7.5% | 100.0% |
| Army | 35.8 | 7.4 | 26.7 | 15.2 | 4.7 | 10.1 | 100.0 |
| Navy | 40.1 | 5.9 | 10.4 | 13.1 | 24.8 | 5.9 | 100.0 |
| Marines | 24.2 | 29.0 | 16.1 | 9.7 | 3.2 | 17.7 | 100.0 |
| Average | 28.2 | 11.1 | 26.1 | 13.8 | 11.9 | 8.9 | 100.0 |

Table 33. Second Choice of Service by Enlistees

The Navy's allocation of resources does not consider Air Force strength in a particular market. Selling approaches do not distinguish between possible enlistees who may be leaning toward the Air Force. Finally, this summer's advertising campaign appeared very similar to that of the Air Force.

# VI.   TIME WHEN ENLISTMENT DECISION IS MADE

Questions 16 and 17 were aimed at determining the time of the decision to join the armed forces and decision as to branch of service. 'When did you decide to join the armed forces?' and 'When did you choose the branch of service selected?' Enlistees were asked to check only one box from the following:

Today

This Week

This Month

During the last 6 months

Six months to a year ago

Many years ago

Not Sure

Most of the respondents checked the same box for each of the questions. The results are shown by branch of service and in total in Tables 34 and 35.

If one assumes many years ago averages two years, the average enlistment decision was made 4.9 months ago and the branch of service was chosen 5.4 months ago. The median decision was made approximately 3 1/2 months before examination at AFEES. 27% of the enlistment decisions were made within the last month. The Air Force and Navy enlistees seemed to make their decisions earlier than the Army.

The major decision period seemed to be 1-6 months ago for most of the enlistees. The enlistment decisions are generally made earlier than might be expected.

| Time at Which Decision to Join the Armed Forces Was Made | Enlistees' Branch of Service | | | | |
|---|---|---|---|---|---|
| | Total All Services | Air Force | Army | Navy | Marines |
| Today | 1.2% | .5% | 1.4% | 1.8% | 0.0% |
| This Week | 5.4 | 2.2 | 7.2 | 3.6 | 13.3 |
| This Month | 19.7 | 8.6 | 26.3 | 20.3 | 20.0 |
| During the Last 6 Mos. | 48.9 | 59.7 | 45.7 | 48.2 | 33.3 |
| 6 Mos. to a Year Ago | 11.7 | 15.1 | 8.5 | 14.0 | 8.3 |
| Many Years Ago | 6.7 | 9.1 | 3.8 | 6.8 | 13.3 |
| Not Sure | 6.4 | 4.8 | 7.2 | 5.4 | 11.7 |
| Average Interval Between Decision and AFEES Testing | 4.9 | 6.0 | 3.7 | 5.0 | 6.0 |

Table 34.  Time at Which Enlistment
Decision was Made by
Enlistee's Branch of Service

| Time at Which Decision on Branch of Service was Made | Enlistees' Branch of Service | | | | |
|---|---|---|---|---|---|
| | Total All Services | Air Force | Army | Navy | Marines |
| Today | 0.5% | 0.5% | 0.7% | 0.0% | 1.6% |
| This Week | 6.0 | 1.6 | 8.8 | 4.5 | 11.5 |
| This Month | 21.3 | 10.8 | 27.4 | 20.3 | 27.9 |
| During Last 6 Mos. | 44.7 | 57.5 | 38.9 | 46.9 | 26.2 |
| 6 Months to a Year Ago | 12.4 | 17.2 | 8.8 | 13.5 | 11.5 |
| Many Years Ago | 9.4 | 8.6 | 8.8 | 9.5 | 14.8 |
| Not Sure | 5.6 | 3.8 | 6.8 | 5.4 | 6.6 |
| Average Interval Between Decision and AFEES Testing | 5.4 | 6.0 | 4.9 | 5.6 | 6.2 |

Table 35.  Time When Choice of Service Was Made by Enlistee's Branch of Service

It is not known whether the decision period relative to enlistment varies by time of year. Additional surveys would be required at various times of year. We would conjecture however that the pattern seen in this survey, especially the relative pattern for the services, would be similar at most times of the year.

As previously pointed out, the factors influencing the decision are probably cumulative and, therefore, influence on the potential enlistee can be effective over a long period of time prior to actual enlistment.

27% of the enlistees made their decison to enlist within the last month. Thus, 'impulse' type advertising can probably be effective in influencing some of these people. However, the answers suggest that a steady image building type of advertising may also be effective and for more enlistees.

The decision to enlist and choice of armed forces were almost always made at the same time by respondents. Only 12.1% of Air Force enlistees made their enlistment decision within the last month as compared to 34.9% of Army enlistees. The Marines also tend to be 'late' decision makers although they have the largest percentage of enlistees who made their decision 'Many Years Ago'.

The Navy enlistees seem to rank second in the length of time the decision is made prior to enlistment.

It is interesting to see whether the recent deciders are more or less aware of advertising. In Table 36, numbers of Navy advertising media sources recalled is shown by time the enlistment decision was made. In this table, only recall of Navy advertising sources were used. A similar table would be made if recall of other service advertising sources were used.

| Number of Navy Advertising Sources Recalled | When Made Enlistment Decison for All Services | | | | | |
| --- | --- | --- | --- | --- | --- | --- |
| | Today | This Week | This Month | Within Last 6 Mos. | Within Last Year | Many Years Ago |
| None, One or Two Navy Sources Recalled | 77.8% | 65.9% | 50.0% | 48.7% | 42.7% | 39.2% |
| Three to Eight Navy Sources Recalled | 21.2% | 34.1% | 50.0% | 51.3% | 57.3% | 60.8% |

Table 36. Number of Navy Advertising Media
Sources Recalled vs. Time Enlistment Decision Made

As the time when the enlistment decision is made gets farther from the survey date, the more advertising sources are recalled. In other words, the 'Impulse' enlistee is less likely to recall advertising sources than the longer range "Planned" enlistee.

It is possible that 'Impulse' enlistees may take advertising awareness more seriously than a 'Planned' enlistee. We do not know whether this is true. However, the data suggests that advertising awareness is greater with the 'Planned' enlistee than with the 'Impulse' enlistee. This in turn suggests that advertising would be more effectively aimed at the planned enlistee and would not have to be concentrated in peak enlistment periods.

Table 37 relates direct personal communication with a service recruiter with the time when branch of service was chosen.

Those who talked with Navy and Air Force Recruiters were slightly more likely to have made an early choice of service. Those who talked with an Army Recruiter are more likely to have made a recent decision on Service. Interestingly, the earlier the choice of service the fewer personal recruiter contacts.

Phone contacts, and mail contacts increase very slightly with an early choice of service. Those tables are not shown in this report.

| Talking with a Service Recruiter | When Chose Branch of Service | | | | | | |
|---|---|---|---|---|---|---|---|
| | Today | This Week | This Month | Last 6 Mos. | 6 Mos. To A Yr. Ago | Many Yrs. Ago | No Answer |
| Number of Enlistees | (4) | (46) | (163) | (341) | (95) | (72) | (43) |
| I talked with an Air Force Service Recruiter in Person | 75% | 37% | 26% | 42% | 41% | 26% | 30% |
| I talked with an Army Service Recruiter in Person | 25 | 61 | 58 | 46 | 33 | 47 | 56 |
| I talked with a Navy Service Recruiter in Person | 0 | 37 | 40 | 44 | 44 | 33 | 40 |
| I talked with a Marine Service Recruiter in Person | 0 | 30 | 22 | 16 | 19 | 17 | 19 |
| I talked with a Coast Guard Service Recruiter in Person | 0 | 2 | 7 | 3 | 4 | 1 | 2 |
| Average Number Direct Talks | 1.0 | 1.7 | 1.5 | 1.5 | 1.4 | 1.2 | 1.5 |

Table 37. Talking with Recruiters as a Function
of When Choice of Service Was Made

## VII. TRUE VOLUNTEERS

Question 20 asked 'If there had been no draft and you had no military obligation, do you think you would have enlisted?'. The results were as follows:

Table 38. "True Volunteers" by Type of Service

| Would Have Enlisted With No Draft | | Total All Services | Air Force | Army | Navy | Marines |
|---|---|---|---|---|---|---|
| True Volunteers | Definitely Yes | 35.6% | 35.5% | 31.0% | 39.4% | 45.0% |
| | Probably Yes | 33.6 | 35.0 | 33.7 | 35.2 | 23.3 |
| | Probably No | 9.3 | 8.7 | 10.9 | 6.9 | .11.7 |
| | Definitely No | 7.0 | 5.5 | 9.5 | 5.6 | 5.0 |
| | I Do Not Know | 14.5 | 15.3 | 15.0 | 13.0 | 15.0 |
| Total | | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

This is a standard question in many surveys these days. Those who answer definitely yes or probably yes are considered 'True Volunteers'. 69.2% of the enlistees in this survey were 'True Volunteers'. A more accurate method of determining 'True Volunteers' is to use the enlistee's Lottery Number, not available here.

A question of interest is whether 'True Volunteers' have any different advertising awareness than the others. In a truly volunteer Armed Forces, 'True Volunteers' will move toward 100%.

The rank of 'True Volunteers' from this survey is as follows:

Table 39.  Rank of "True Volunteers" by Service

| Rank | Branch of Service | 'True Volunteers' |
|------|-------------------|-------------------|
| 1 | Navy | 74.6% |
| 2 | Air Force | 70.5% |
| 3 | Marines | 68.3% |
| 4 | Army | 64.7% |
| | Average All Services | 69.2% |

The percentage of true volunteers is surprisingly uniform across services. The Navy with 74.6% 'True Volunteers' is only 9.9% ahead of the Army which is last with 64.7% 'True Volunteers'.

'True Volunteers' are more likely to have made an early decision on joining the armed forces and an early decision on which branch of service they are joining.  The earlier the decision, the more likely it was a true volunteer. (See Table 40.)

True Volunteers seemed to have the same general advertising awareness as the other enlistees.  An example of advertising awareness is Slogan Recall; Table 41 shows slogan recall by branch of service, comparing True Volunteers with all enlistees.

True Volunteers had about the same degree of personal contact with recruiters as did those who were not True Volunteers.  This is seen in Table 42.

Thus, despite the fact that True Volunteers decide earlier than

|  | | When Enlistment Decision Was Made | | | | | |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Today | This Week | This Month | Last Six Months | This Year | Many Years Ago | No Answer |
| Number of Answers | (9) | (41) | (147) | (367) | (89) | (49) | (48) |
| Percentage 'True Volunteers' | 56% | 63% | 66% | 69% | 80% | 92% | 50% |
|  | | When Branch of Service Decision Was Made | | | | | |
| Number of Answers | (4) | (46) | (159) | (338) | (93) | (71) | (42) |
| Percentage 'True Volunteers' | 25% | 61% | 68% | 68% | 84% | 78% | 52% |

Table 40.   When 'True Volunteers' Make Their Enlistment Decisions

Table 41. Service Slogan Awareness by All
Enlistees and "True Volunteers"

| Slogan | % Aware by All Enlistees in Correct Branch of Service | % Aware by 'True Volunteers' In Correct Branch of Service |
|---|---|---|
| Get a little more in the Navy | 13.0% | 13.1% |
| Find yourself in the Air Force | 26.4 | 27.4 |
| Today's Army wants to join you | 89.1 | 89.7 |
| The Marines are looking for a few good men | 68.1 | 68.4 |
| Join the Navy, and see the world | 71.9 | 72.1 |

Table 42. Direct Personal Contact with
Service Recruiters by "True Volunteers"

| Talked with a Service Recruiter in Person | % of All Enlistees | % of 'True Volunteers' |
|---|---|---|
| Direct Contact with Air Force | 36.3% | 36.3% |
| Direct Contact with Army | 48.6 | 48.0 |
| Direct Contact with Navy | 42.6 | 41.1 |
| Direct Contact with Marines | 18.5 | 18.8 |
| Direct Contact with Coast Guard | 3.5 | 3.8 |

| Highest Grade Completed | Number Of Enlistees | Percentage 'True Volunteers' |
|---|---|---|
| 0 (No formal school) | 16 | 6% |
| 1-6 | - | - |
| 7-9 | 45 | 58 |
| 10 | 79 | 89 |
| 11 | 84 | 80 |
| 12 (High School) | 382 | 71 |
| 1 Year College | 61 | 61 |
| 2 Years College | 39 | 61 |
| 3 Years College | 10 | 60 |
| College Graduate | 26 | 15 |
| Other Training (Perhaps Vocational training, etc.) | 23 | 61 |
| Total | 765 | 68% |

Table 43.   Percentage of 'True Volunteers"
As a Function of Education

other enlistees about enlisting and their Service Branch, they seem to make the same number of recruiter contacts and have about the same level of advertising slogan awareness as the other enlistees.

The percentage of "True Volunteers" appears to decrease as the educational level of enlistees increases. High school dropouts, enlistees having completed the 10th and 11th grade, have the largest percentage of "True Volunteers", 80-89%. Only 15% of college graduates claim to be "True Volunteers." Table 43 shows "True Volunteers" as a function of education.

# VIII. REASONS FOR CHOICE OF SERVICE

Question 19 asked, "What are the reasons you enlisted in your branch of service?" Only the first three reasons were selected when more than three were given, which was very infrequently. Results are shown in Tables 44 and 45.

| Reason Chose Branch of Service | 1st Reasons | 2nd Reasons | 3rd Reasons | Total Reasons No. | % |
|---|---|---|---|---|---|
| It is the best | 33 | 5 | 0 | 38 | 3.8 |
| Job and education opportunities | 297 | 51 | 8 | 356 | 35.4 |
| Travel opportunities | 41 | 76 | 10 | 126 | 12.5 |
| Shortest length of service | 15 | 3 | 0 | 18 | 1.8 |
| Better living, housing, food-benefits | 21 | 35 | 12 | 68 | 6.7 |
| Safer, less chance of combat | 3 | 2 | 0 | 5 | 0.5 |
| "Moral" and "Physical" betterment | 32 | 19 | 10 | 61 | 6.1 |
| Because of family and friends | 34 | 12 | 3 | 49 | 4.9 |
| To escape from home or bad environment | 40 | 11 | 4 | 55 | 5.5 |
| To avoid draft | 58 | 8 | 2 | 68 | 6.7 |
| Most liberal, easiest | 8 | 7 | 6 | 21 | 2.1 |
| For security -- out of work | 17 | 12 | 5 | 34 | 3.4 |
| Prior service -- reenlistment | 11 | 6 | 3 | 20 | 2.0 |
| Patriotism, owe to country | 14 | 7 | 7 | 28 | 2.8 |
| Other | 33 | 17 | 9 | 59 | 5.9 |
| Don't know or blank | 108 | 495 | 686 | 1289 | |
| TOTAL | 765 | 765 | 765 | 1009 | 100% |

Table 44. First, Second, and Third Listed Reasons for Choice of Service

| Reason Chose Branch of Service | Branch of Service | | | | | | | | Total |
|---|---|---|---|---|---|---|---|---|---|
| | Air Force | | Army | | Navy | | Marines | | Total |
| | No. | % | No. | % | No. | % | No. | % | % |
| It is the best | 13 | 4.7 | 8 | 2.2 | 9 | 3.0 | 8 | 12.1 | 3.8 |
| Job and education opportunities | 120 | 43.8 | 123 | 33.9 | 110 | 36.0 | 4 | 6.1 | 35.4 |
| Travel opportunities | 30 | 11.0 | 21 | 5.8 | 74 | 24.3 | 2 | 3.0 | 12.5 |
| Shortest service | 0 | 0.0 | 16 | 4.4 | 0 | 0.0 | 2 | 3.0 | 1.8 |
| Better living, housing, food benefits | 23 | 8.4 | 27 | 7.4 | 17 | 5.6 | 1 | 1.5 | 6.7 |
| Safer, less chance of combat | 0 | 0.0 | 2 | .6 | 2 | .7 | 1 | 1.5 | 0.5 |
| "Moral" and "physical" betterment | 9 | 3.3 | 23 | 6.3 | 9 | 3.0 | 20 | 30.3 | 6.1 |
| Because of family and friends | 19 | 6.9 | 16 | 4.4 | 12 | 3.9 | 2 | 3.0 | 4.9 |
| To escape from home or bad environment | 11 | 4.0 | 23 | 6.3 | 13 | 4.3 | 8 | 12.1 | 5.5 |
| To avoid draft | 15 | 5.5 | 37 | 10.2 | 11 | 3.6 | 5 | 7.6 | 6.7 |
| Most liberal, easiest | 9 | 3.3 | 6 | 1.7 | 6 | 2.0 | 0 | 0.0 | 2.1 |
| For security -- out of work | 7 | 2.6 | 18 | 5.0 | 9 | 3.0 | 0 | 0.0 | 3.4 |
| Prior service - reenlistment | 3 | 1.1 | 11 | 3.0 | 5 | 1.6 | 1 | 1.5 | 2.0 |
| Patriotism, owe to country | 6 | 2.2 | 8 | 2.2 | 8 | 2.6 | 6 | 9.1 | 2.8 |
| Others | 9 | 3.3 | 24 | 6.6 | 20 | 6.6 | 6 | 9.1 | 5.9 |
| TOTAL | 274 | 100% | 363 | 100% | 305 | 100% | 66 | 100% | 100% |
| Average reasons per enlistee | 1.48 | | 1.23 | 4 | 1.37 | | .93 | | |

Table 45. Reasons for Enlistment by Branch of Service

The leading reason stated for enlistment was job and education opportunities. This was usually the first reason stated and was strongest with the Air Force, although the Navy and Army had many mentions of this reason. Travel opportunities was the second most important reason although it was more often a second reason given. It was strongly given by Navy enlistees. The Marines' major reason was "moral and physical" betterment. An overall pattern of dominating reasons for the services is as follows;

|  | % of Enlistees Mentioning | |
|---|---|---|
|  | Their Own Branch | All Services |
| Air Force | | |
| Job and education opportunities | 43.8% | 35.4% |
| Because of family and friends | 6.9 | 4.9 |
| Better living, housing, food -- benefits | 8.4 | 6.7 |
| Most liberal, easiest | 3.3 | 2.1 |
| Army | | |
| To avoid draft | 10.2 | 6.7 |
| Shortest service | 4.4 | 1.8 |
| For security - out of work | 5.0 | 3.4 |
| Prior service - reenlistment | 3.0 | 2.0 |
| Navy | | |
| Travel opportunities | 24.3 | 12.5 |
| Job and education opportunities | 36.0 | 35.4 |
| Marines | | |
| "Moral" and "physical" betterment | 30.3 | 6.1 |
| It is the best | 12.1 | 3.8 |
| To escape from home or bad environment | 12.1 | 5.5 |
| Patriotism, owe to country | 9.1 | 2.8 |

Table 46. Relatively Strong Reasons for Enlistment -- By Branch of Service

Second choice of services were examined and reasons for enlisting given by the respondents. Since "job and education opportunities" were given by most enlistees in the following combinations, only reasons which were unusually strong for these groups of enlistees are listed.

## Enlistees by Branch with Second Choice of Service -- Reasons Joined

Navy 1st Choice, Air Force 2nd Choice

     Travel opportunities

     Patriotism, owe it to country

Navy 1st Choice, Army 2nd Choice

     Job and education opportunities

     To avoid draft

Navy 1st Choice, Marines 2nd Choice

     Job and education opportunities  .

     Travel opportunities

Air Force 1st Choice, Navy 2nd Choice

     Job and education opportunities

     Better living, housing, food benefits

     Because of family and friends

Army 1st Choice, Navy 2nd Choice

     To avoid draft

     Shortest service

The Navy gets Air Force enlistees with travel opportunities, but does not do quite as well when job and education opportunities or benefits are stressed. The patterns are very similar to the results of Table 45.

Reasons given for enlistment were examined by "impulse" enlistees (decision to enlist made within last month) and "planned" enlistees. In general the following patterns occurred.

### Reasons Emphasized by Enlistees Making Their Decision within the Last Month

1. To avoid the draft

2. "Moral" and "physical" betterment

### Reasons Emphasized by Enlistees making Their Decision Earlier

1. Job and education opportunities

2. Because of family and friends

The early decision maker is more likely to have a career in the armed services in mind than those enlistees who make up their mind just before enlisting.

# ANALYSIS OF NAVY IMAGE

The following section considers the results of the

Advertising Survey and discusses the results of

other surveys and analyses.

# THE NAVY'S IMAGE

The Navy's image is distinctly different from that of the other services in many respects. There have been many surveys which have compared the images of the services to potential enlistees. While the nature of the surveys and questions asked vary somewhat the results in most cases are comparable. A summary of the preference reasons for the services follows as shown in Table 47.

The main reasons for Navy preference appear to be (1) opportunities to travel, (2) opportunities for education and travel, (3) better living, housing, food and, (4) safer, less chance of combat. While opportunities for education/training is a major reason for many Navy enlistees, the Air Force has a stronger image in this area.

The Marines' image is one of proud men - they are 'tough and real men'. The Army has the image of giving training and education comparable to the Navy. It also is the service which has the shortest term of service.

A more detailed look at these images is from the Gilbert Youth Survey in which respondents were asked to pick the service best described by the following statements. The results for May 1971 and November 1971 are shown in Table 48.

Here again the statements 'Most Opportunity For Travel in Foreign Countries' and 'Most Exciting Life' are most associated with the Navy. While the Navy is 2nd in 'Best Living Conditions', 'Best Chance to Get Ahead in a Career' and 'Best Chance to Learn New and

| | Rome Arnold Wave I Survey | Opinion Research Corp. Survey | Gilbert Youth Research Survey | Audits & Surveys Study at AFEES (White Males) | MATHEMATICA Survey AFEES (Unaided) |
|---|---|---|---|---|---|
| **Prefer Army because:** | | | | | |
| "It is the best" | 20.2 % | 4 % | 11.0 % | 54 % | 2.7 % |
| "Opportunities for education/training" | 24.6 | 26 | | 35 | 41.6 |
| "Has the shortest term of service" | 22.5 | 20 | | | 5.4 |
| **Prefer Air Force because:** | | | | | |
| "It is the best" | 13.4 | 47 | | 19 | 7.0 |
| "Opportunities for education/training" | 49.5 | | 42.6 | 70 | 65.0 |
| "Better living, housing, food" | 7.7 | 15 | | | 12.4 |
| "Safer, less chance of combat" | 10.0 | 17 | | | |
| **Prefer Navy because:** | | | | | |
| "It is the best" | 7.3 | 25 | | 16 | 4.1 |
| "Opportunities for education/training" | 24.4 | 32 | 22.4 | 16 | 49.5 |
| "Better living, housing, food" | 21.1 | 34 | | | 7.7 |
| "Safer, less chance of combat" | 17.2 | 24 | | | |
| "Opportunities for travel" | 27.2 | | 54.8 | 14 | 33.4 |
| **Prefer Marines because:** | | | | | |
| "It is best" | 24.2 | 13 | | 24 | 12.1 |
| "Tough outfit, makes a man of you" | 48.5 | 39 | 58.2 | 21 | 30.3 |

Table 47. Reasons for Service Preference - 5 Surveys - Including MATHEMATICA'S

Percent Choosing Service "Best Described" by Statement

| Gilbert Youth Survey Statement | Army | | Navy | | Air Force | | Marine Corps | | Coast Guard | | No Difference | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | May 71 | Nov 71 | May 71 | Nov 71 | May 71 | Nov 71 | May 71 | Nov 71 | May 71 | Nov 71 | May 71 | Nov 71 |
| Best Pay | 5% | 9% | 11% | 10% | 33% | 34% | 7% | 8% | 2% | 3% | 42% | 36% |
| Best Chance to Prove Oneself a Man | 12 | 10 | 4 | 4 | 5 | 8 | 52 | 55 | 1 | 1 | 26 | 23 |
| Best Living Conditions for Families of Serviceman | 7 | 9 | 18 | 16 | 39 | 40 | 2 | 3 | 8 | 9 | 26 | 24 |
| Best Chance to Get Ahead in a Career | 10 | 11 | 19 | 16 | 38 | 44 | 4 | 3 | 2 | 3 | 27 | 22 |
| Best Chance to Learn New and Useful Skills | 13 | 12 | 23 | 17 | 32 | 39 | 3 | 4 | 2 | 3 | 27 | 25 |
| Best Chance to Use One's Skills and Opportunities | 15 | 13 | 20 | 16 | 24 | 32 | 7 | 7 | 2 | 2 | 31 | 30 |
| Most Opportunity For Travel In Foreign Countries | 12 | 14 | 52 | 48 | 16 | 18 | 3 | 4 | 1 | 1 | 17 | 14 |
| Most Attractive Uniform | 3 | 4 | 22 | 20 | 14 | 17 | 28 | 30 | 3 | 3 | 30 | 26 |
| Most Exciting Life | 6 | 6 | 29 | 24 | 20 | 25 | 13 | 13 | 3 | 3 | 30 | 29 |

Table 48. Choice of Service 'Best Described' by Statement - Gilbert Youth Surveys

Useful Skills', the Air Force is a strong first in these categories.

Age Distribution of Enlistees

      The Navy has a tendency to attract younger men. The older one gets the less likely one is to enlist in the Navy. This can be seen in the following table which represents data from AFEES, September 1971 to January 1972.

| Age Groups | Service in Which Enlisted | | | | |
| --- | --- | --- | --- | --- | --- |
| | Army | Navy | USMC | USAF | Total |
| 22 years or more | 18.1% | 7.6% | 18.1% | 15.2% | 9.6% |
| 21 years | 3.7 | 4.2 | 0.9 | 5.3 | 4.1 |
| 20 years | 10.2 | 12.9 | 12.9 | 16.6 | 12.8 |
| 19 years | 29.2 | 32.0 | 31.0 | 25.8 | 31.3 |
| 18 years | 20.7 | 36.4 | 19.8 | 32.5 | 33.8 |
| 17 years or less | 18.1 | 6.9 | 17.2 | 4.6 | 8.4 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100 0% |

Table 49. Age of Enlistees in Armed Services

      During this period of time the Navy did not encourage 17 year olds. The fact that the Navy does attract younger men is very likely to be related to its image of exciting life - opportunity to travel etc. which would likely be of more interest to younger men.

# APPENDIX I

## Questionnaire

Department of Defense

Survey of Advertising

August 1972

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### Introduction

This is a questionnaire about <u>advertising</u> for the military services. Stop and think for a moment about advertising that you may have seen or heard <u>in the past six months</u> about any of the military services.

### GENERAL INSTRUCTIONS TO RESPONDENT

A.  Read each question carefully before selecting your answer.

B.  If the question is not clear, or you have any difficulty, ask for help from the supervisor.

C.  Try to remember as best you can. But if you cannot remember don't try to guess. There is no score on this test. It is just an attempt to find out what you have seen or heard advertised about the services.

D.  Do not put your name on this questionnaire.

E.  Please place a check in the appropriate box when there is a multiple choice.

---

1.  My branch of service is the:

    | Air Force | Army | Navy | Marines | Coast Guard |
    |-----------|------|------|---------|-------------|
    | ☐ | ☐ | ☐ | ☐ | ☐ |

2.  I remember seeing or hearing advertising for these military services:

    | Air Force | Army | Navy | Marines | Coast Guard |
    |-----------|------|------|---------|-------------|
    | ☐ | ☐ | ☐ | ☐ | ☐ |

3. This is where I remember having seen or heard an advertisement for the <u>Air Force</u>:

Radio ☐   TV ☐   Magazine ☐   Poster or Billboard ☐   Newspaper ☐   Mail ☐   Brochures ☐   Any Other ☐

4. This is where I remember having seen or heard an advertisement for the <u>Army</u>:

Radio ☐   TV ☐   Magazine ☐   Poster or Billboard ☐   Newspaper ☐   Mail ☐   Brochures ☐   Any Other ☐

5. This is where I remember having seen or heard an advertisement for the <u>Navy</u>:

Radio ☐   TV ☐   Magazine ☐   Poster or Billboard ☐   Newspaper ☐   Mail ☐   Brochures ☐   Any Other ☐

6. This is where I remember having seen or heard an advertisement for the <u>Marines</u>:

Radio ☐   TV ☐   Magazine ☐   Poster or Billboard ☐   Newspaper ☐   Mail ☐   Brochures ☐   Any Other ☐

7. This is where I remember having seen or heard an advertisement for the <u>Coast Guard</u>:

Radio ☐   TV ☐   Magazine ☐   Poster or Billboard ☐   Newspaper ☐   Mail ☐   Brochures ☐   Any Other ☐

8. In the space provided below write anything you remember about the advertising you have seen or heard for each type of service.

Air Force: _____

_____

_____

_____

Army: _____

_____

_____

_____

Navy: _____

_____

_____

_____

Marines: _____

_____

_____

_____

Coast Guard: _____

_____

_____

_____

9. Check the statement, given in the table below, which most closely corresponds to how you felt about the advertising for each of the military services.

| BRANCH OF SERVICE | I believed all of the statements | I did not believe all of the statements | I do not remember the advertising | I did not see the advertising |
|---|:---:|:---:|:---:|:---:|
| Air Force | ☐ | ☐ | ☐ | ☐ |
| Army | ☐ | ☐ | ☐ | ☐ |
| Navy | ☐ | ☐ | ☐ | ☐ |
| Marines | ☐ | ☐ | ☐ | ☐ |
| Coast Guard | ☐ | ☐ | ☐ | ☐ |

The following slogans are used by the military services. If you recognize the slogan, check the branch of service which you feel completes the sentence. Do Not Guess.

| | Air Force | Army | Navy | Marines | Coast Guard |
|---|:---:|:---:|:---:|:---:|:---:|
| 10. Get a little more in the _____ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 11. Find yourself in the _____ | ☐ | ☐ | ☐ | ☐ | ☐ |
| 12. Today's _____ wants to join you | ☐ | ☐ | ☐ | ☐ | ☐ |
| 13. The _____ is looking for a few good men. | ☐ | ☐ | ☐ | ☐ | ☐ |
| 14. Join the _____ and see the world. | ☐ | ☐ | ☐ | ☐ | ☐ |

15. Please check the boxes which describe any communication you may have had with any of the military services to obtain enlistment information. Check all that apply.

| BRANCH OF SERVICE | I talked with a service recruiter in person | I talked with a service recruiter on the telephone | I sent a letter or postcard for enlistment information | I did not ask for enlistment information |
|---|---|---|---|---|
| Air Force | ☐ | ☐ | ☐ | ☐ |
| Army | ☐ | ☐ | ☐ | ☐ |
| Navy | ☐ | ☐ | ☐ | ☐ |
| Marines | ☐ | ☐ | ☐ | ☐ |
| Coast Guard | ☐ | ☐ | ☐ | ☐ |

16. When did you decide to join the armed forces? Check only one box.

☐ Today

☐ This week

☐ This month

☐ During the last six months

☐ Six months to a year ago

☐ Many years ago

☐ Not sure

17. When did you choose the branch of service you selected? Check only one box.

- [ ] Today
- [ ] This week
- [ ] This month
- [ ] During the last six months
- [ ] Six months to a year ago
- [ ] Many years ago
- [ ] Not sure

18. If you had a choice of service other than the one in which you are in, what would have been your choice? Please check only one box.

- [ ] Air Force
- [ ] Army
- [ ] Navy
- [ ] Marines
- [ ] Coast Guard

19. What are the reasons you enlisted in your branch of service?

_____

_____

_____

_____

_____

20. If there had been no draft and you had no military obligation, do you think you would have enlisted? Check only one box.

☐ Definitely yes

☐ Probably yes

☐ Probably no

☐ Definitely no

☐ I do not know

21. How old are you? _____ years

22. What is the highest grade of school you have completed? Circle one only.

| | | | | | | |
|---|---|---|---|---|---|---|
| Grammar school | 1 | 2 | 3 | 4 | 5 | 6 |
| Junior and High School | 7 | 8 | 9 | 10 | 11 | 12 |
| College | 13 | 14 | 15 | 16 | | |
| Graduate School | 17 | 18 | 19 | 20 | | |

Other: _____

# APPENDIX II

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